

SYSTEMS ARE EVERYTHING

MODULE #2

If you fail to plan you plan to fail. The right systems will make or break a business, invest in the right ones

Identify Your Ideal Customer

Lesson 1

Hey there! before we dive into your company's system, lets cover the most important topic, **Niche!**

Whether you're already running a business or thinking about starting one, this course is all about finding your sweet spot in the market. I'm excited to guide you through the process of discovering profitable opportunities that might have been right in front of you all along.

Step 1. The Power of Narrowing Your Focus

Learn why building a niche market business is crucial for success. We'll explore how competing in the mass-market can be tough, especially when facing established giants. Discover how narrowing your focus can open up doors to success.

Step 2: Understanding Your Customers

Connect with your current customers or prospects to gather insights. Find out what would enhance their experience and ask for their opinions on potential improvements. Conduct a demographic study to identify commonalities among your customer base.

Step 3: Identifying Your Perfect Client

Visualize your ideal customer and understand why you enjoy working with them. Explore their characteristics and traits. Targeting this specific customer type can uncover niche marketing gold mines and ready-made prospecting pools.

Step 4: Niche vs. Micro Niche Dive into the difference between niche marketing and micro niche marketing. Learn how to recognize where your abilities intersect with your ambitions. Understand when to launch a niche business or a micro niche business based on your skills and interests.

Step 5: Examples of Niches and Micro Niches

Explore real-life examples of niches and micro niches. Understand how micro niches can be narrowed down even further. Ensure there's a profitable marketplace before diving into a micro-micro niche.

Step 6: Action Steps Complete the 'Discover

Your Niche' section of the Action Guide. Start broad by considering all possibilities and then narrow down to your top 3 to 5 preferences and potential micro-niches in each niche.

Get ready to invest time and thought into discovering your niche, as this step is crucial for aligning your business with your passions and abilities. Let's embark on this journey together and set your business up for success!

Evaluate Your Niche for Success

Now that you've identified your niche, it's time to evaluate its potential for success. This section focuses on assessing the market you uncovered in the "Discover Your Niche" workbook. Let's delve into the key factors that determine whether your niche is not only enjoyable for you but also financially viable.

Step 1: Adding Value and Originality

Discover how sincerity and passion contribute to your business credibility. Understand the importance of enjoying what you do and how it positively impacts your communication with customers. Evaluate whether your skills and passions add value to your chosen niche. Explore the concept of a Unique Value Proposition (UVP) and how it can make you a leader in your field.

Step 2: Market Investigation

Learn to assess the demand for your products or services in the chosen market. Recognize that competition can be a good sign. Evaluate whether your niche fulfills a need or if it's something entirely new. Determine if your skills can differentiate your product or service from the existing competition.

Step 3: Financial Potential

Explore the steps to gauge the earning potential of your niche market. Use Google to search for your niche and assess the number of results. Aim for markets with less than 200,000 results for better chances. Utilize Google Ads Keyword Planner to understand search volumes and competition. Check for affiliate programs in your niche as an indicator of profitability.

Step 4: Amazon and YouTube Analysis

Leverage Amazon and YouTube to further explore your niche. Understand how Amazon's extensive listings can indicate market potential. Use YouTube to find video tips, strategies, and ideas related to your niche. Learn how these platforms can help you identify if customers are actively spending money in your chosen market.

Module 5: Assessing Competition

Examine your competition by analyzing Google search results and using the Google Ads Keyword Planner. Explore the first pages of search results to understand the companies dominating your niche. Consider the size and recognition of these businesses to determine the competitiveness of your chosen market.

Demographics, Market Dynamics, and Cost Analysis

In this section, we'll delve into the crucial aspects of understanding demographics, market dynamics, and the cost of entry for your chosen niche. These insights are essential to ensure your business not only aligns with your passions but also has the potential for long-term success.

Demographic Insight Tools

Explore online tools like Alexa and Quantcast that provide valuable demographic information for your niche. Learn why understanding the income levels and preferences of your potential customers is vital for the success of your business. Uncover how tens of thousands of web searches may not guarantee success if demographics are not in your favor.

Offline Resources for Demographic Understanding

Discover the wealth of information available in trade journals, magazines, forums, and industry-specific organizations. These offline resources help you gain deeper insights into the demographics of your target market. Recognize the significance of aligning your product or service with the income levels and preferences of your potential customers.

Assessing Product or Service Availability and Future

Evaluate the local competition and identify whether similar services exist. Learn how battling big retail chains or offering a unique niche product can impact your business success. Explore the importance of considering both current product sales and the potential for future offerings in ensuring the longevity of your niche.

Cost of Entry Analysis

Understand the capital required to launch your business and the common pitfalls that lead to small business failures. Discover how the Internet can provide valuable information on startup capital for your niche market. Recognize the significance of accurate financial planning for the successful launch and sustainability of your business.

Action Steps

Complete the "Evaluate Your Niche Potential" section of the provided worksheet for three potential niches identified in the previous module. Utilize tools like Google, YouTube, Amazon, and others mentioned in the module to assess the profit potential of your chosen niche. Apply these insights to make informed decisions for the success of your business.

Niche It Down: Uncover Your Ideal Business Focus"

Uncovering your ideal business niche is like drilling for oil – you need to dig deep in the right spot to strike gold. This module provides specific tools to help you narrow down to an attractive business possibility that aligns with your interests, talents, and profitability goals. By understanding the dynamics of smaller markets within a larger niche, you'll know when to stop digging and start building your business.

The Power of Customer Profiles

Learn why identifying your ideal customer is crucial for targeted marketing. Discover the importance of customer traits and characteristics, including gender, age, income, buying patterns, education, affiliations, hobbies, geographical information, and more. Use customer profile software or tracking tools to uncover sub-niches that can further narrow your business focus.

Data Mining for Sub-Niches

Explore how data mining companies compile customer-relevant data across various niches. Understand the option to purchase customer profile information to expedite the process of identifying potential sub-niches. Learn how digging deeper can lead to a smaller, more focused customer base that is not adequately served.

Internet Tools for Niching Down

Discover specific internet tools beyond Google Ads Keyword Planner for further niche evaluation. Explore both free and paid tools that assist in searching for profitable niches and micro niches. These tools will aid in refining your business plan and marketing strategy based on the specific characteristics of your target audience.

Examples of Niche Analysis Tools

Explore examples of tools that can assist in niche analysis, helping you identify profitable sub-niches. Gain insights into how these tools can streamline your niche selection process and contribute to the success of your business.

Action Steps

Put your knowledge into action by utilizing the tools mentioned in the module to evaluate and refine your potential niches. Create customer profiles and explore data mining options to uncover sub-niches that align with your business goals. Take steps to ensure your business plan and marketing strategy cater to the unique characteristics of your target audience.

OFFER FRAMEWORK OUTLINE

Lesson 2



IDENTIFY

- Your audience
- Their immediate problem and need Their desired goal
- Your shareable skills and resources Your income and visibility goals

REACH

- Study your metrics
- Define your strategies Create a promotional plan

WEBSITE

- Posts
- Landing pages
- Contest
- Quizzes
- Polls
- Popups
- Live
- Chat

SOCIAL MEDIA

- Infographics Images
- Teasers
- Livestreams Questions
- Polls
- Posts
- Tips
- Sharing relevant persona l
- images,
- stories,
- behind- the- scenes peeks

CRM

- Cross- promote posts all at once across all platforms
- Use an
- algorithm- based CRM like Social Queue that bases re-posts on current social context

EMAIL

- Teaser emails Topic news
- Topic tips Objection anticipation
- and handling Relevant stories Proof (case studies, testimonials, quotes from third parties) Countdowns
- Gift sharing Announcements (launch, replay, specials ending) Reminders

LEVERAGE OTHERS

- Set up an affiliate
- program with resources, incentives, and rewards
- Find JV partners with similar audiences Participate in Giveaways
- Solicit guest posts from influencers Interview influencers who appeal to your audience

APPEARANCES

- Make videos Present Livestreams
- Do Q & As on Zoom or social platforms with Live-streaming Appear at real-world events Write guest
- posts
- Be interviewed by affiliates, JV partners, authority blogs

ADVERTISING

- Advertise on your best platforms – Facebook, Instagram, or Twitter
- Consider Amazon advertising if you are promoting a book or online magazine
- Advertise in industry newsletters and blogs

APPROACH

- Plan consistent, regular, and recurring appearances across all online platforms
- Focus on your ideal client – what interests her, entertains her, and above all, engages her emotions.
- Create resources your ideal client will find enormously helpful
- Offer a sign-up gift or tripwire product (webinars, tip sheets, cheat sheets, planners)
- Get your followers to engage with interactive activities – starting with simple group polls and progressing up to quizzes, contests, and giveaway entries
- LET THEM KNOW THE REAL YOU. (Your true followers will be drawn to you and you'll repel others –which is what you want!)
- Carefully plan a reach campaign to gain visibility and subscribers while rousing interest in you and your brand.

CONVERT

- Start asking your ideal client to take action. Follow up on your sign-up offer with upsells, cross-sells, downsells, and affiliate offers
- Present a tripwire offer – and include your main offers for fast-action takers
- Tap into emotional motivations. Use urgency, FOMO, excitement, desire to get her to take action.
- Use aids such as countdown timers, limited-time special pricing or bonuses, and pot-sweeteners not normally available with your product (e.g. a complimentary strategy session with you).

FOLLOW UP

- Make sure your purchaser is enjoying and using your purchase
- Let her know everything she needs to know to stay in contact – and get help with her product or problem
- Get her to share your product, website, and social buttons
- Set up a Facebook Group if you haven't already done so
- Tell her where to reach you on social media
- Set up a foolproof, easy Help Desk system
- Segment your list into purchasers and those who still haven't purchased
- Create a follow-up series for those still on the fence
- Make sure your targeting pixel is set up on your website
- Continue to provide regular interaction and consistent communication
- Analyze your sales and launch performance, and make necessary tweaks to your marketing plan
- Anticipate and start production on the next product your ideal purchaser will need

IN THE NEXT MOUDLE, WE WILL COVER MORE ON OFFER FRAMEWORK.

EXECUTION

Lesson 3

THE SILVER BULLET TO DOING ALL OF THE THINGS

Is systems. That's it. A well-crafted system makes everything work smoothly. A well-crafted system is one that you could hire someone else to do, and they'd do it just like you want it done.

TIME AUDIT

Conduct a time audit to understand where you're spending your time, and compare it with what you actually want to be doing. We do this exercise monthly or quarterly and I guarantee the results will surprise you

DO, DELEGATE & DELETE

We'll learn next how to conduct a time audit and when we do, we need to determine what tasks are \$10 tasks, vs \$10,000 tasks. This is a crucial

CEO

skill, because saying no and delegating will free up your time to do the things that only *you* can do, and show up with 100% energy.

SOPs: DOCUMENTING SYSTEMS

What's the purpose of any given task? What's the step-by-step process to get it done properly? What's the definition of done? These are the questions to ask yourself when creating an SOP for others to follow effectively.

HOMEWORK:

- 1. Create 3 main goals for the quarter.** Make sure each goal has a specific, measurable results (ex. Launch a podcast.)
- 2. Turn each big goal into small bite-sized goals.** (Example, create cover art, record 5 episodes, create social media graphics, etc.)
- 3. Create a 12 week sprint.** Map out a timeline to achieve one bite-sized goal per week. (ex. Week one: create cover art) Add each task to your calendar and time block.

PROMPT: CHOOSE YOUR THREE BIG GOALS FOR THE QUARTER:

There are a million tasks you could be doing at any given point, but it's your job as the CEO of your life to prioritize them. Don't be busy, be productive.

ACTION ITEM:

Using sticky notes, Write down all the tasks you do on a regular basis, as well as all the dream projects you've been wanting to start for forever. Use an action-priority matrix to organize each by effort and impact. Finally, choose a few "quick wins" and one "major project" to prioritize first.

NOTES

A large grid of dots for taking notes, consisting of 20 columns and 20 rows of small grey dots.

TIME AUDIT

Do you wish you had extra time in your workweek? Who doesn't? How about 5 extra hours a week?

WHAT IS A TIME AUDIT

A time audit is keeping track of what you do during the day. You'll want to track your time over a period of several days so that you can get a better idea of how you are spending your time. This way you can examine and analyze how you actually spend your time versus how you want to spend your time.

WHY SHOULD I PERFORM A TIME AUDIT?

You're struggling to achieve your business goals, you're always "busy" but never get anything done, or if you always run out of time but can't seem to identify why. Sound familiar?

If so -- that's exactly why a time audit is necessary. You're wasting your most valuable asset and you don't even know where

TIME AUDIT

Don't be busy, be productive. Audit your time to determine what you're actually spending time on.

TIME AUDIT: EXERCISE (5 DAYS FOR 20 MINUTES)

	SUN	MON	TUE	WED
MORNING				
MIDDAY				
EVENING				

DO, DELEGATE & DELETE

This is where your CEO skills kick in: determine what you want or need to do, and be ruthless about what you can outsource or fully offboard your plate. Get back your time!

DELETE

Counterintuitively, we're starting backwards for this exercise. First, start by cleaning out the birds-eye view of your to-do list. Whether it's personal or professional, there are too many things on your plate at the moment.

The first things to go are those that are not moving the needle AND you don't want to do. The second are tasks that are time-sucking and meaningless, even if they seem productive (the 2 hours spent on TikTok isn't "research")

DELEGATE

There are far more things that are available for us to delegate than we imagine. Outsource tasks that are a time suck for low value-added. For this, refer back to the \$10 vs \$1000 task -- if it's a \$10 task, hire for it, seek help in your network or find a way to automate or systematize it.

DO

Finally, we have the tasks that you either must do, or get to do. As the CEO, you're now choosing to spend your time only on \$1000+, needle-moving tasks. You'll find, they're actually fewer than you thought. With those in mind, head to the following exercise.

SOPS (Standard Operating Procedure)

Determine the purpose, the process, and the definition of done for a particular task. Document it.

PURPOSE

Define the purpose of this task. What's the reason for completing it?

PROCESS

Outline the step-by-step process to complete the task. What needs to happen? In what order?

- 1.
- 2.
- 3.
- 4.
- 5.

DEFINITION OF DONE

How will you know the task is complete?

PUTTING IT ALL TOGETHER

Batch and schedule your 'do's. Systemize and create SOPs for your 'delegate's. Close off your 'delete's

SOPs: DELEGATEs

Determine the purpose, the process, and the definition of done for a particular task. Document it.

Example: Create one template for social media podcast shares, create a Loom video or Asana task on where to find the assets needed, how to update periodically and where to deliver the result.

PURPOSE

Define the purpose of this task. What's the reason for completing it?

PROCESS

Outline the step-by-step process to complete the task. What needs to happen? In what order?

DEFINITION OF DONE

How will you know the task is complete?

A group of people are gathered around a table in a meeting room, engaged in a discussion. The scene is dimly lit, with a dark semi-transparent overlay covering the entire image. The text "DON'T BE BUSY, BE PRODUCTIVE." is written in large, bold, white capital letters across the center of the image. In the background, there are shelves with framed artwork and a bookshelf. The people are dressed in professional attire, and one woman on the right is looking towards the center of the group.

**DON'T BE
BUSY, BE
PRODUCTIVE.**

GET GREAT PEOPLE

Hire help, ask questions, look for support.
You don't need to (and actually can't)
do it alone

If you want to go fast, go alone. If you want to go far, go together.

Lesson 3

PATIENCE,.

Finding the right people takes time. It just does. There are no shortcuts to success and finding the dream team is no different. Understand that you're playing the long game (you're always playing the long game) and don't take shortcuts that will cost you later. Take the time to pause, get clear on your core values (which you should've done in secret 1... see what we did there?), and attract people who reflect those values & are committed to the vision.

INTANGIBLES VS. TEACHABLES

Everything is teachable. You can teach anybody any skill but you want to work with people that have the same human values as you. People you want to work with. People you want to celebrate with.

REMEMBER ONE TEAM, ONE DREAM.

Invest in your people and you'll go far. Period. Take the time early on to get clear on the dream team you want to build. What do you want your company culture to look like? What values do you want to stand for? Even if you're the sole employee of your company, it's important to start with a strong vision and values from day one.

HOMEWORK:

1. **Create core company values.** Choose 3 core values to guide your company and decision-making processes (these should be easy to take from your 'why!').

2. **Hire, fire, and promote based on core values.** As you interview potential hires, look for core values. Start with “tell me about a time that you...” to see how they respond to different scenarios and the core values they use to make decisions.

3. **Cultivate culture.** Reward people based on your core values. Give them shoutouts for exemplifying the values you stand for.

PROMPT: CHOOSE 3 CORE VALUES FOR YOUR COMPANY.

TEAMWORK MAKES THE DREAM WORK

It's not about "taking things off your plate" it's about finding a person who brings something completely new to the table. Strategic value versus delegation.

YOU'RE THE KITE.

We know, a minute ago you were the captain, but now you're an inanimate object. You wear a lot of hats. So let us explain. You're a visionary. You dream big. And you see everything from a 10,000 foot view. When you're the kite, it's easy to think you "just need to take things off your plate" so you can run faster, go further, and do more. You might be looking to delegate, to get stuff done, and to find people who can keep up with you. Sound familiar?

DELEGATION VS STRATEGIC DIRECTION

But there's a big difference between delegation and strategic value. Delegation is saying "here's a task I'm doing, and here's how you can do it." Strategic value is saying "who can bring strategy to the table that will allow us to fly higher?" A kite without a string is worthless. You need a string to give you direction, to ground you, and to allow you to reach your full potential.

We cannot stress this enough—bring strategic partners into your business. Whether it's finding a partner or hiring mentors, this will change the game for you.

KEY CONCEPT:

Creating SOPs should help whoever you hire to come in and do the tasks you want to off-board with the right idea, AND the right execution

ACTION ITEM:

Start creating 3-5 SOPs and playbook those tasks in your business. Determine what you can do, delete, and delegate with a time. Create a job description, roles and responsibilities, and make a plan to hire and onboard a new employee.

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**IF YOU WANT
TO GO FAST,
GO ALONE. IF
YOU WANT TO
GO FAR, GO
TOGETHER.**

LEVEL UP IN LEADERSHIP

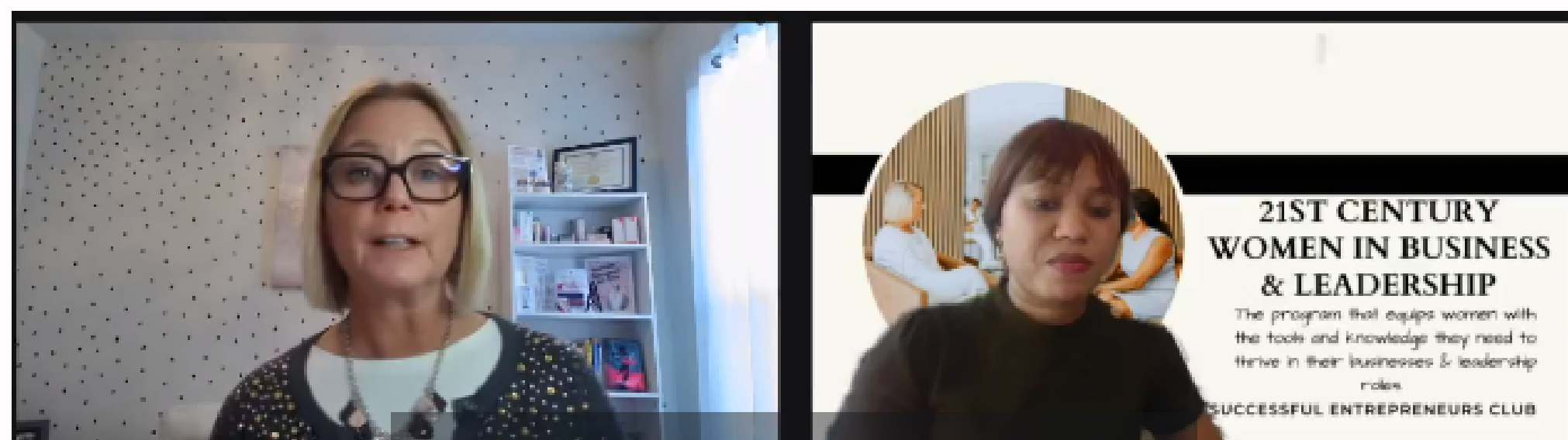
JOIN THE COMMUNITY AND GET
MONTHLY IN-DEPTH LEADERSHIP
TRAININGS, A COMMUNITY OF FEMALE
FOUNDERS, QUALITY MENTORSHIP &
STAY ACCOUNTABLE FOR YOUR GOALS.



21ST CENTURY WOMEN IN BUSINESS & LEADERSHIP

This community equips women with the tools and knowledge they need to thrive in their businesses & leadership roles.

SUCCESSFUL ENTREPRENEURS CLUB Edit



21ST CENTURY WOMEN IN BUSINESS & LEADERSHIP

The program that equips women with the tools and knowledge they need to thrive in their businesses & leadership roles.

SUCCESSFUL ENTREPRENEURS CLUB